

# Sports & Entertainment Spotlight: Florida Loses as Flo Rida Wins

01.19.23 01.07.26

Welcome to the Spotlight. I must admit, dear reader, that sometimes words escape me and the task of writing weekly can feel burdensome (I know, I know-not as burdensome as reading weekly). There are certainly times when I feel like I could push a button and have it all laid out for me. Artificial intelligence (AI) and machine learning is poised to make that possible in many facets of the sports and entertainment industries. Increasingly, we may hear songs written entirely by machines (lest you rage against one) and even see play calling at sporting events driven by AI data-eerie to think that human intelligence in that regard could be rendered obsolete. So with that in mind, I need to push through the writer's block to maintain my rightful position. With any luck, it will be years before AI figures out dad humor, but I can only hope the machines will view me as an ally in that regard. The same cannot be said of Getty Images, who just made the bold move of filing a lawsuit against AI company OpenAI alleging unauthorized scraping of data from the former's image database. I don't know how many among you are science fiction film buffs, but whenever artificial intelligence is challenged, things do not go well-especially if the challenger winds up under a spotlight.

- ○ The University of Florida's 5-star Quarterback recruit requests out of his letter of intent to join the school's football program after his \$13 million NIL deal falls through. Gator fans can take solace in having paid him nada.
- Shifting gears from Florida to Flo Rida, a jury awarded the rapper over \$82 million in his lawsuit against the makers of Celsius brand energy drinks, arising out of its failure to pay him pursuant to a 2014 endorsement deal. This must be one of those times Flo Rida has a "good feeling."
- Hulu's original comedy series, *Only Murders in the Building* adds Meryl Streep to its impressive cast of beloved Hollywood actors and Martin Short.

## Endorsement Sponsorship and Investments

### [Retro Fitness Launches The Beat to Pump Up Member Workouts with Underground Labels & Artists](#)

January 18, 2023 via WILX-TV (Lansing, Michigan)

### [The rapper Flo Rida just won \\$82 million after a judge decided an energy drink company breached their contract and tried to hide money](#)

January 18, 2023 via Fortune Magazine – Headlines

**Reports: UF QB commit Rashada wants release**

January 18, 2023 via ESPN – News

**Global sneaker marketplace The Edit LDN secures \$4.8M as demands soars with launches in US and MENA region**

January 17, 2023 via Retail Times

**Subcommittee OK's measure changing student-athletes' endorsement deal rules**

January 17, 2023 via Florida Politics

Sport

**Harris, Blitzer Buy Ripken Baseball in Cooperstown Merger**

January 18, 2023 via Sportico – Business

**ESPN Sued for Firing 2 Employees Who Refused COVID Vaccine**

January 18, 2023 via Sportico – Law

**A new Olympic sport is one you may have tried 30 years ago**

January 18, 2023 via CNN Top Stories

Music Biz

**Genius Brands Launches New Business Enterprise, Genius Music**

January 18, 2023 via Yahoo Finance – Top Stories

**Taylor Swift and the music industry's next \$20**

January 17, 2023 via Verge, The

**What exactly do record labels do? The essential roles of a record label in 2023**

January 16, 2023 via Times of India – Top Stories

**Warner Bros. Discovery (WBD) Explores Sale of Music Library**

January 16, 2023 via Yahoo Finance – Top Stories

**Fans Mourn Lisa Marie Presley, Daughter of the King, at Graceland**

January 13, 2023 via New York Times – Global View

## Film & TV

### [LIV Golf Series Reaches TV Deal With The CW](#)

January 19, 2023 via New York Times

### [Meryl Streep Cast in 'Only Murders in the Building' Season 3](#)

January 17, 2023 via Variety

### [Netflix Launches Created By Initiative Offering Script Development Deals to Underrepresented Writers](#)

January 12, 2023 via TheWrap

## Emerging Sports

### ['Top of the Mountain': 4-peat girls wrestling state champ paves way in emerging sport](#)

January 16, 2023 via Kokomo Tribune

### [The Professional Dodgeball League Announces Its Launch](#)

January 12, 2023 via PR.com – Press Releases

### [Chasing pickleball dreams in America](#)

January 11, 2023 via ABC (Australia) Online

Posted in [Sports & Entertainment Spotlight](#)

## Authored by

[Joshua A. Bloomgarden](#)

[Principal|New York](#)

[212.965.4529 josh.bloomgarden@foster.com](#)